

**REMARKS**

In response to the Office Action mailed November 11, 2007, Applicants respectfully request reconsideration. Claims 35-47 were previously pending in this application. Claim 35 has been amended herein. New claim 48 has been added. As a result, claims 35-48 are pending for examination with claim 35 being the sole independent claim. Support for new claim 48 can be found, by example and not limitation, at page 15, lines 14-29 of the specification. No new matter has been added.

**Rejections under 35 U.S.C. §103**

The Office Action rejected claims 35-47 under 35 U.S.C. §103(a) as being purportedly unpatentable over Dedrick (5,717,923). Applicants respectfully request reconsideration.

Claim 35 as amended recites, *inter alia*:

(a) automatically generating target profiles for target objects that are stored in said electronic storage media, each of said target profiles being generated at least partially from the contents of an associated one of said target objects, wherein each of the target profiles comprises generated information representing the contents of the associated target object, wherein processing is performed on the contents of the associated target object to obtain the generated information, and wherein the generated information is not included in the associated target object;

Dedrick does not teach or suggest automatically generating target profiles for target objects, wherein each of the target profiles comprises generated information representing the contents of the associated target object, wherein processing is performed on the contents of the associated target object to obtain the generated information, and wherein the generated information is not included in the associated target object. Page 8 of the Office Action lists several passages of Dedrick (8:64-9:14, 10:40-46, 13:36-41, 15:24-36) that purportedly show generating an object profile from the contents of a target object. Applicants respectfully request reconsideration because claim 35 as amended patentably distinguishes over Dedrick.

With respect to Col. 13, lines 28-41, Dedrick states that information about the content database of the publisher/advertiser can be stored in an index, such as content titles that summarily describe a piece of content. However, Dedrick makes no mention that these “content titles” are

generated from the contents of a target object by processing the contents of a target object. Even if one were to assume, for the sake of argument, that Dedrick's advertisements themselves could include titles which are copied for use as the summary "content titles," the limitations of claim 35 would still not be met because claim 35 recites that the generated information is not included in the associated target object – that is, it must be generated or derived therefrom. Manifestly, simply copying an advertisement's title into an index does not "generate" information representing the contents of an advertisement, because copying information is not the same as generating information. In view of the foregoing, claim 35 patentably distinguishes over the above passage of Dedrick.

With respect to Col. 15, lines 24-36, this passage of Dedrick also describes titles that summarily describe content information, which do not meet the limitations of claim 35 as discussed above.

With respect to Col. 8 line 64 - Col. 9 line 14, this passage of Dedrick describes matching advertisements to users. The "appraisal agent" of Dedrick returns matched advertisements to users based on various search criteria. The "appraisal agent" does not generate profiles of target objects. Rather, Dedrick states that a percentage match (e.g., 5%, 95%) between the user and the advertisement is determined. However, the percentage match between a user and an advertisement is not "generated information representing the contents of the associated target object." A percentage match does not represent the contents of an advertisement because a percentage alone provides no information about an advertisement's contents. Instead, a percentage match between advertisements and users may vary from user to user, depending on each user's preferences or the percentage may be same for two users but the details of their matches may be entirely different. Therefore, Dedrick's percentage match *cannot be considered to represent the contents* of a target object. In view of the foregoing, claim 35 patentably distinguishes over the above passage of Dedrick.

With respect to Col. 10, lines 40-46, this passage of Dedrick also describes targeting information to end users with matching information. However, matching advertisements to users does not generate information representing the contents of a target object, as discussed above.

In summary, Dedrick does not teach or suggest generated information representing the contents of the associated target object, wherein processing is performed on the contents of the associated target object to obtain the generated information, and wherein the generated information is not included in the associated target object. In view of the foregoing, claim 35 patentably distinguishes over Dedrick, and this rejection should be withdrawn. Claims 36-48 depend from claim 35 and are therefore patentable for at least the same reasons.

Double Patenting Rejections

The Office Action rejected claims 35-47 under the judicially created doctrine of obviousness-type double patenting as being purportedly unpatentable over various claims of U.S. patents 6,460,036, 6,088,722, 6,020,883, 5,835,087, 5,754,939 and 5,754,938. Applicants respectfully request reconsideration in view of the terminal disclaimer filed concurrently herewith.

Claims 35-40 stand provisionally rejected under the judicially created doctrine of obviousness-type double patenting over claim 1 of co-pending Application No. 10/262,123. Applicants note that these rejections are provisional and therefore do not require a response at this time. Applicants expressly reserve the right to respond to such rejection at a future time.

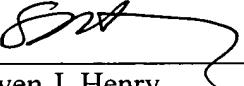
**CONCLUSION**

A Notice of Allowance is respectfully requested. The Examiner is requested to call the undersigned at the telephone number listed below if this communication does not place the case in condition for allowance.

If this response is not considered timely filed and if a request for an extension of time is otherwise absent, Applicant hereby requests any necessary extension of time. If there is a fee occasioned by this response, including an extension fee, that is not covered by an enclosed check, please charge any deficiency to Deposit Account No. 23/2825.

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Respectfully submitted,

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